

IN THE CLAIMS:

1. **(currently amended)** An order receiving apparatus that receives an order of commodity transaction from a commodity ordering apparatus through a network, comprising:

a first storage means for storing commodity information that includes at least a commodity and a selling price of a commodity as an object of transaction;

a second storage means for storing periods applied ~~retrospectively~~ respectively to specific commodities, and for storing specific parameters concerning economic return, which are applied to said specific commodities when said periods include dates related to orders of said commodities respectively, relating said periods and said specific parameters to said commodities, respectively;

a third storage means for storing a general-purpose parameter concerning economic return, which is applied to commodities other than said specific commodities and to said specific commodities for which said periods do not include dates related to orders of said specific commodities, respectively; and

a means for performing steps of:

receiving a request for displaying information on commodities, from said commodity ordering apparatus;

referring to the first storage means, to output said commodity information to said commodity ordering apparatus; and

referring to the second and third storage means, to output information on said specific commodities, said output information on said specific commodities including information about

said periods applied to said commodities[[,]] and said specific parameters, and to output information on said general-purpose parameter, to said commodity ordering apparatus.

2. (original) The order receiving apparatus according to Claim 1, further comprising:

a point generating means that performs steps of:

receiving an order request including information for specifying ordered commodities, from said commodity ordering apparatus;

judging if the ordered commodities specified are among the specific commodities stored in the second storage means, and if said ordered commodities are timely specific commodities in a sense that dates related to an order in question are included in said periods related to said specific commodities respectively;

calculating first points with respect to said timely specific commodities, said first points are decided based on specific parameters applied to said timely specific commodities, or based on specific parameters applied to said timely specific commodities and on selling prices of said timely specific commodities;

calculating second points with respect to commodities other than the timely specific commodities, based on the general-purpose parameter, or based on the general-purpose parameter and selling prices of the commodities in question; and

outputting total points of the first points and the second points, to said ordering apparatus.

3. (original) The order receiving apparatus according to Claim 2, further comprising:

a means for receiving identification information on a user of said ordering apparatus; and

a fourth storage means for storing said total points, relating said total points to said identification information received.

4. (original) The order receiving apparatus according to Claim 2, wherein:
said general-purpose parameter is a value defining a rate to a selling price of a commodity; and
said second points are decided by multiplying the selling prices of the commodities in question by said rate.

5. (original) The order receiving apparatus according to Claim 2, wherein:
said specific parameter are values defining rates to the selling prices of said specific commodities, respectively; and
said first points are decided by multiplying the selling prices of the commodities in question by said rates, respectively.

6. (original) The order receiving apparatus according to Claim 2, wherein:
said specific parameters decide the number of said first points.

7. (original) An order receiving method, in which an order of commodity transaction is received from a commodity ordering apparatus connected through a network, comprising steps of:

storing commodity information that includes at least a name and a selling price of a commodity as an object of transaction;

storing periods applied respectively to specific commodities, and for storing specific parameters concerning economic return, which are applied to said specific commodities when said periods include dates related to orders of said commodities respectively, relating said periods and said specific parameters to said commodities, respectively;

storing a general-purpose parameter concerning economic return, which is applied to

commodities other than said specific commodities and to said specific commodities for which said periods do not include dates related to orders of said specific commodities respectively; and

receiving a request for displaying information on commodities, from said commodity ordering apparatus, displaying said commodity information on said commodity ordering apparatus, and displaying information on said specific commodities, said periods applied to said commodities, and specific parameters, and information on said general-purpose parameter, onto said commodity ordering apparatus.

8. (currently amended) A computer for executing an order receiving processing program, in which an order of commodity transaction is received from a commodity ordering apparatus connected to the computer through a network, the computer having an external storage element for storing a computer operating system, the order receiving processing program and data of the order receiving processing program, an interface for data communications between the network and the computer, and a processor coupled with a main memory for operation the interface, the external storage element and the order receiving processing program, the order receiving processing program executing the steps of:

storing commodity information that includes at least a name and a selling price of a commodity as an object of transaction;

storing periods applied respectively to specific commodities, and for storing specific parameters concerning economic return, which are applied to said specific commodities when said periods include dates related to orders of said commodities respectively, relating said periods and said specific parameters to said commodities, respectively;

storing a general-purpose parameter concerning economic return, which is applied to commodities other than said specific commodities and to said specific commodities for which said periods do not include dates related to orders of said specific commodities, respectively;

and

displaying information on said specific commodities, said periods applied to said commodities, and specific parameters, and information on said general-purpose parameter, onto said commodity ordering apparatus.

9. (previously presented) A computer readable storage medium that stores an order receiving processing program for execution by a computer, in which an order of commodity transaction is received from a commodity ordering apparatus connected through a network, the order receiving processing program executing the steps of:

storing commodity information that includes at least a name and a selling price of a commodity as an object of transaction;

storing periods applied respectively to specific commodities, and for storing specific parameters concerning economic return, which are applied to said specific commodities when said periods include dates related to orders of said commodities respectively, relating said periods and said specific parameters to said commodities, respectively;

storing a general-purpose parameter concerning economic return, which is applied to commodities other than said specific commodities and to said specific commodities for which said periods do not include dates related to orders of said specific commodities, respectively;

and

displaying information on said specific commodities, said periods applied to said commodities, and specific parameters, and information on said general-purpose parameter, onto said commodity ordering apparatus.

10. (previously presented) A point service method, in which points corresponding to an amount of purchase are given to a customer who has purchased a commodity in an online shop,

wherein:

when an order is received, a method of calculating points to be given is changed according to a date of purchase of the commodity, referring to a file that includes data relating the commodity, information required for calculation of points, and a period in which said information is to be applied; wherein

the information required for calculation of points includes a general-purpose parameter concerning economic return and a commodity-specific parameter concerning economic return, and the method of calculating points is changed by substituting the commodity-specific parameter for the general-purpose parameter.

11. (new) The order receiving apparatus according to claim 2, further comprising:

a fourth storage means for storing customer information for a customer generating the order request,

wherein point generating means outputs points for each specific commodity to be stored in said fourth storage means, said points being credited to the customer as of a delivery date for the specific commodity when the order request and the delivery are non-coincident.

12. (new) The order receiving method of claim 7, wherein information for each of said specific commodities, including at least one period applied to said commodity and at least one specific parameter applied to said commodity, are displayed only if at least one of a start date for the at least one period and an expiration date of the at least one period satisfy a predetermined condition.